

MISSOURI DIVISION OF TOURISM

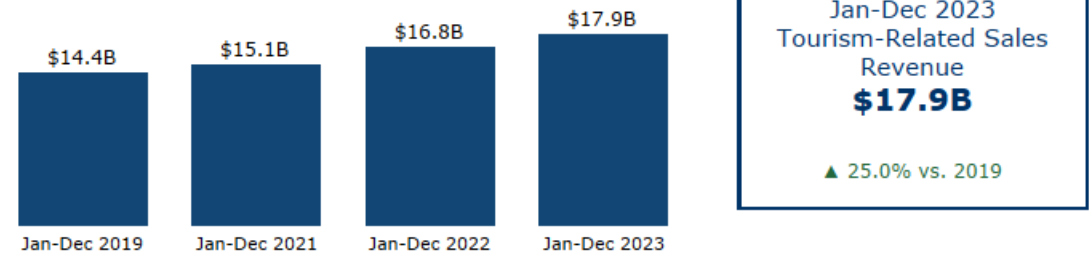
MARCH 2024 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 4/12/24)





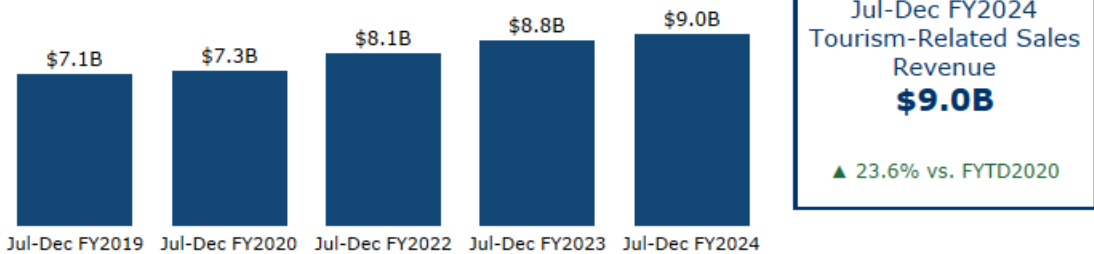
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

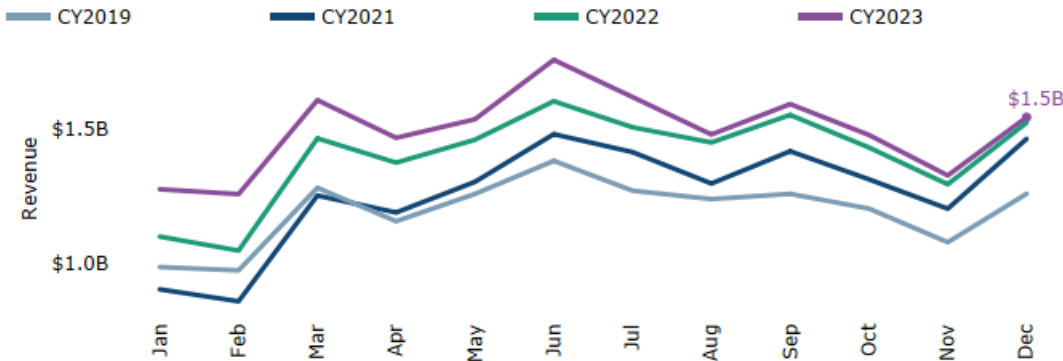


Fiscal Year-to-Date

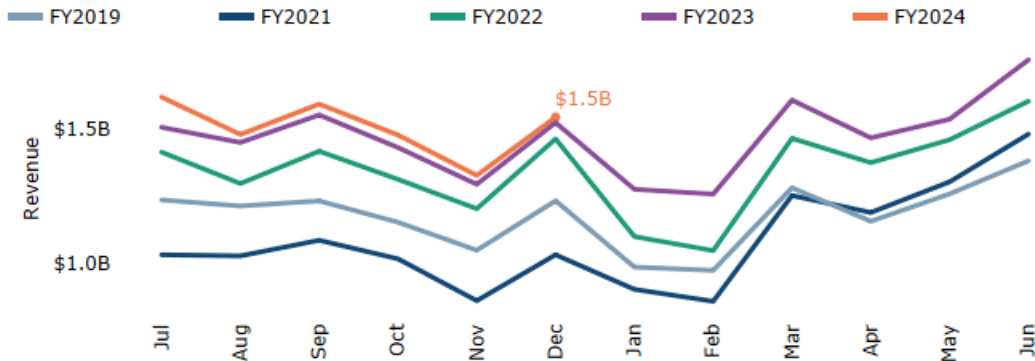
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year

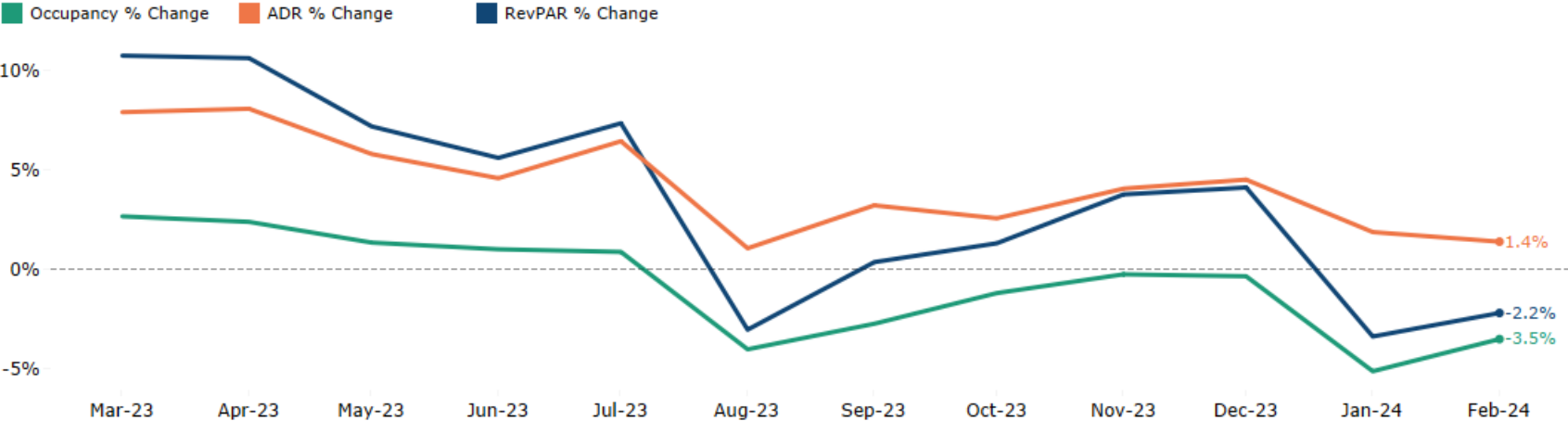


Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Feb 2024	47.7%	\$114	\$54	3.1M	1.5M	\$166.8M
Change vs. Previous Year	▼ 3.5%	▲ 1.4%	▼ 2.2%	▲ 0.4%	▼ 3.2%	▼ 1.9%
Year-to-Date	43.7%	\$110	\$48	6.3M	2.8M	\$304.7M
Change vs. Previous Year	▼ 4.3%	▲ 1.6%	▼ 2.8%	▲ 0.2%	▼ 4.1%	▼ 2.5%

STR Monthly Lodging Trends

% Change from Previous Year



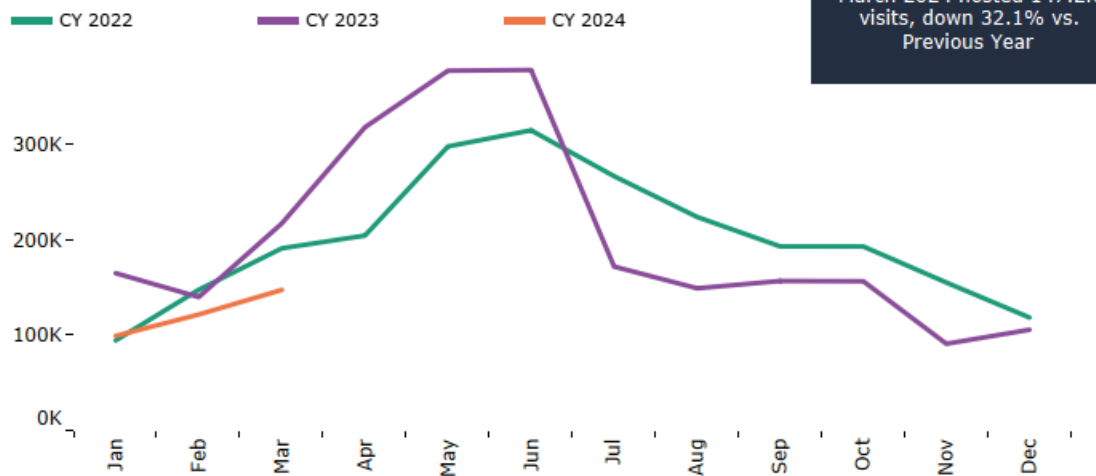
Source: STR
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Calendar Year-to-Date



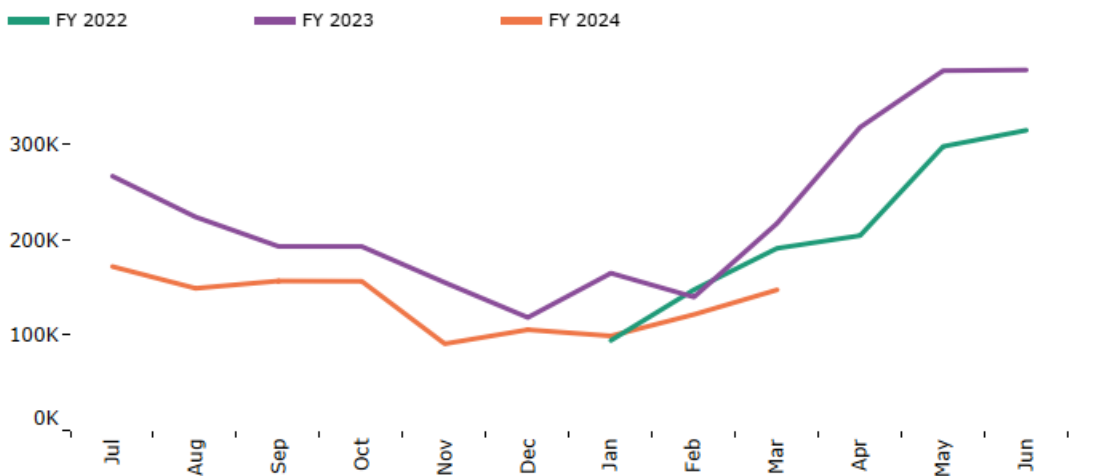
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

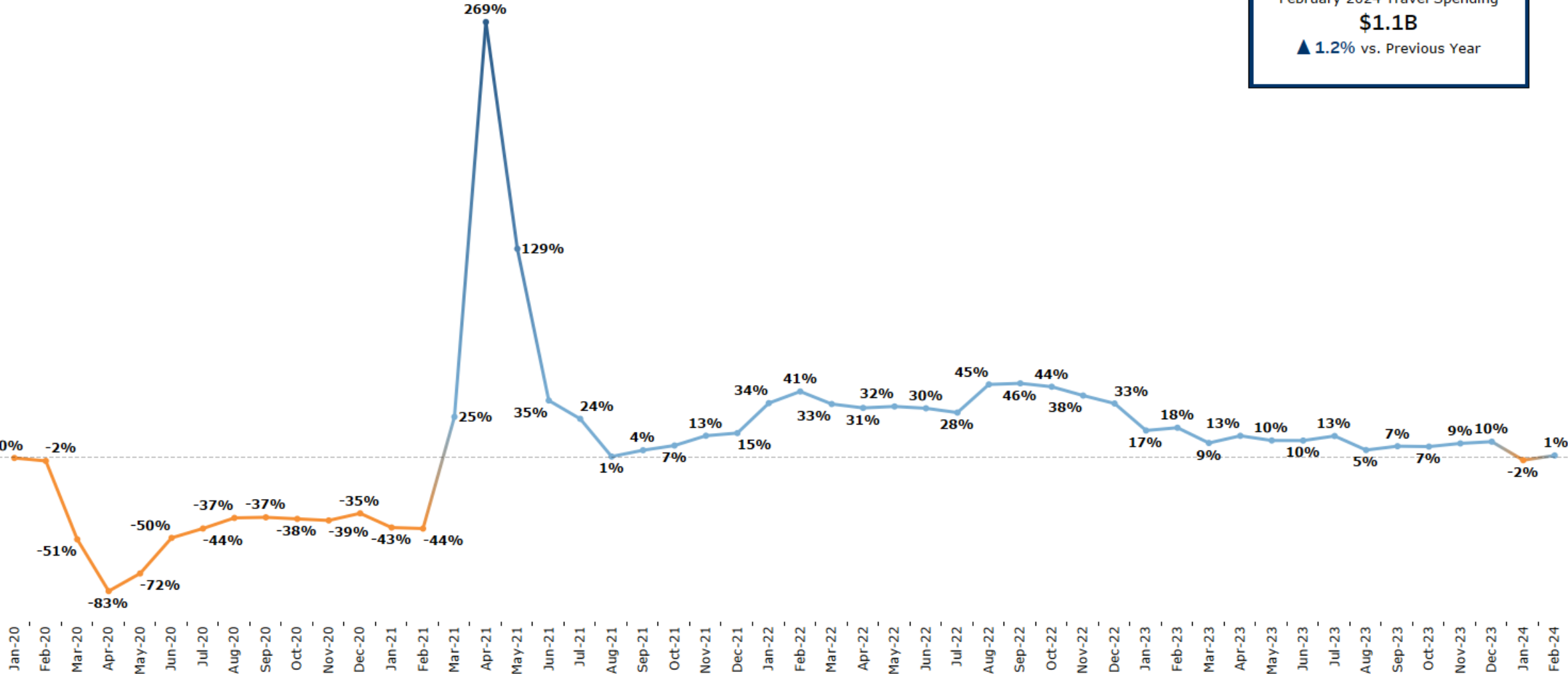


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri
% Change from the same month in Previous Year

February 2024 Travel Spending
\$1.1B
▲ 1.2% vs. Previous Year





Travel Guide Fulfillment

Mar 2024
10.7K
▲ 51.4% vs. STLY

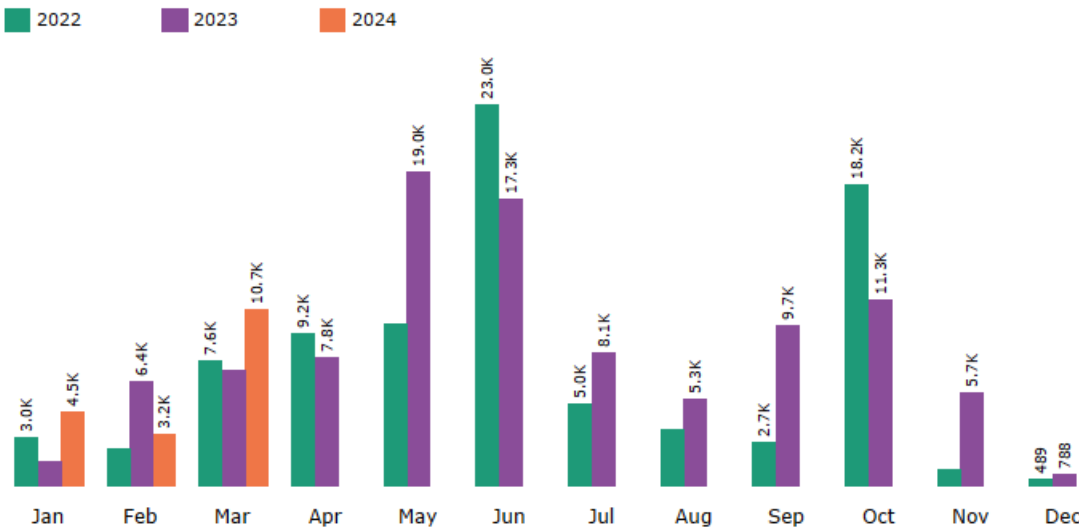
Jan-Mar 2024
18.3K
▲ 22.1% vs. STLY

Welcome Center Visits

Mar 2024
30.5K
▲ 5.2% vs. STLY

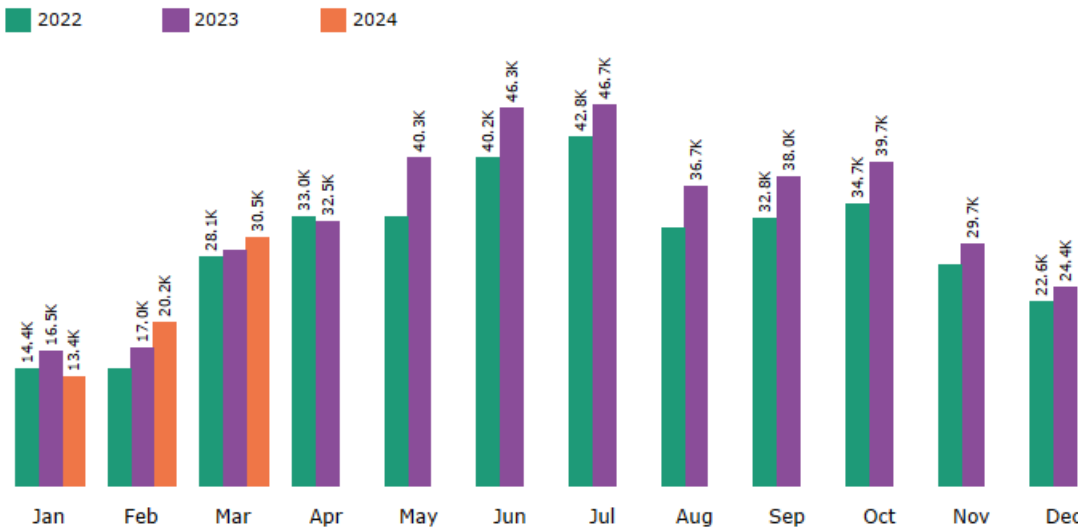
Jan-Mar 2024
64.1K
▲ 2.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

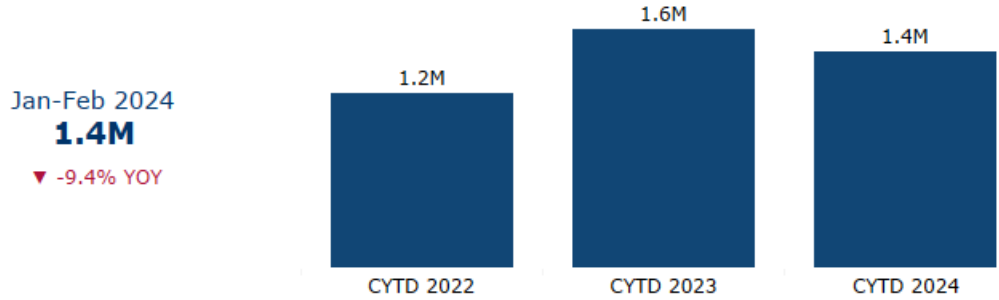


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

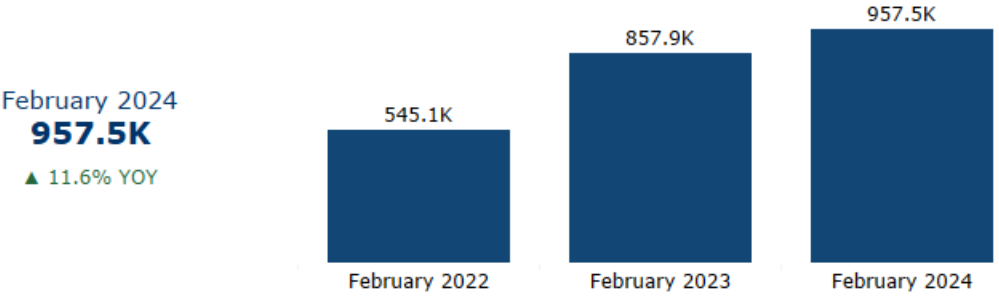
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

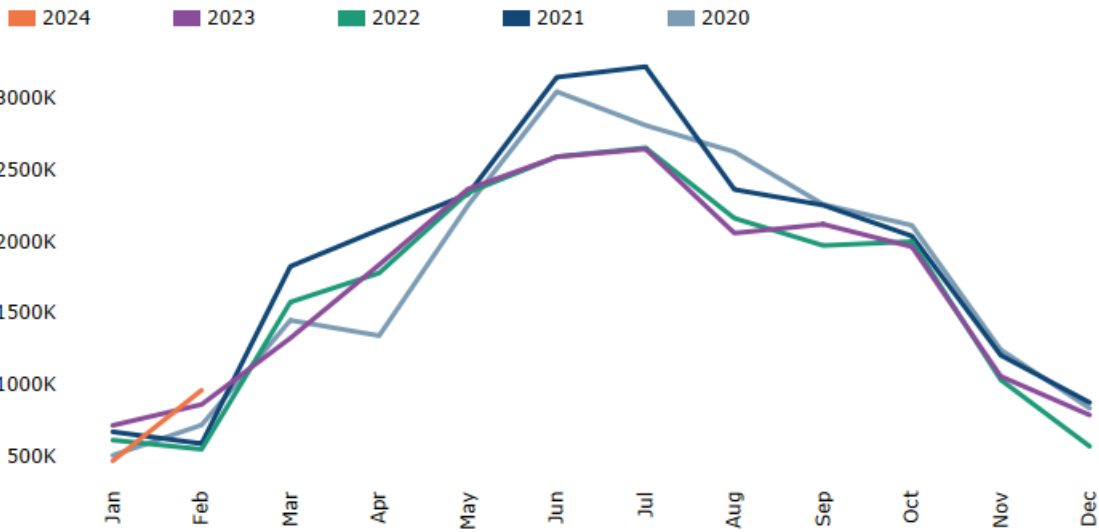


Monthly Visitation



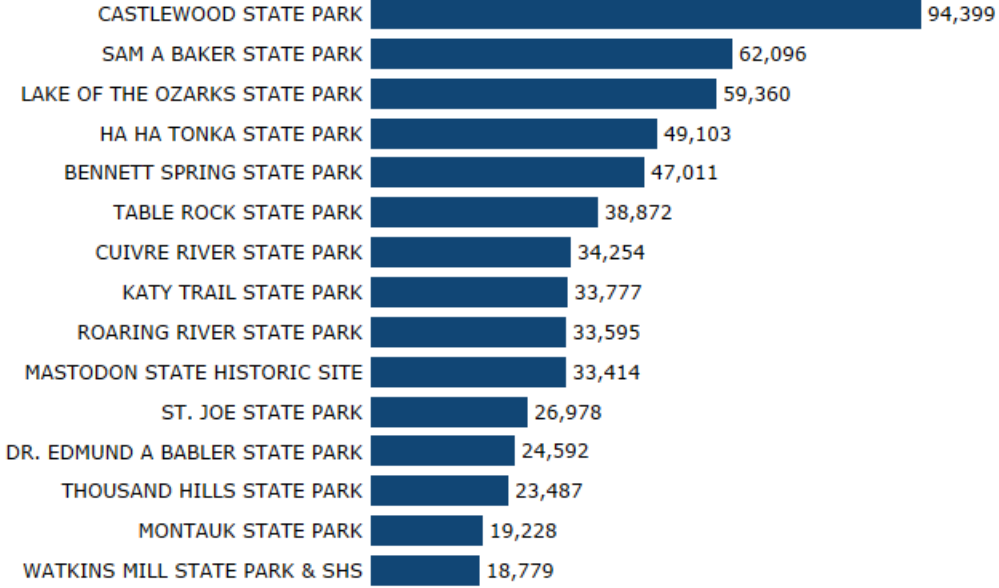
State Parks Visitors by Month

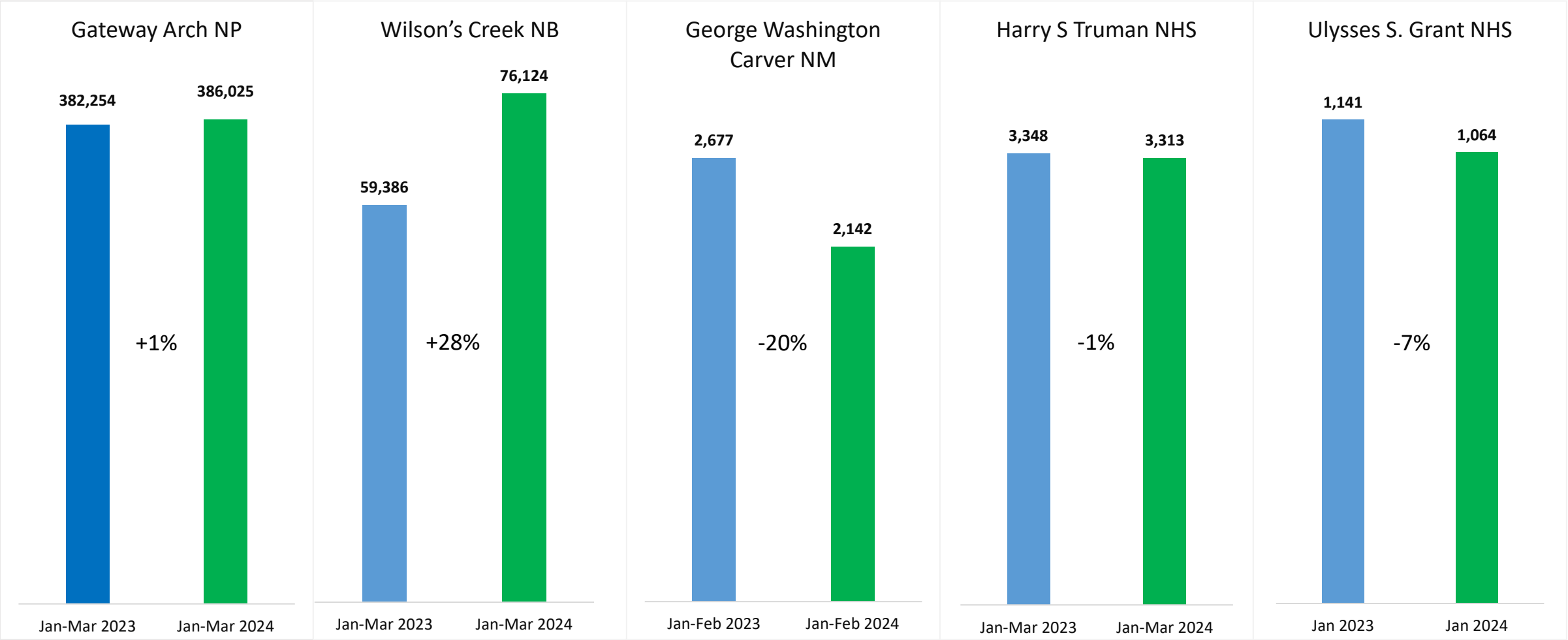
All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in February 2024





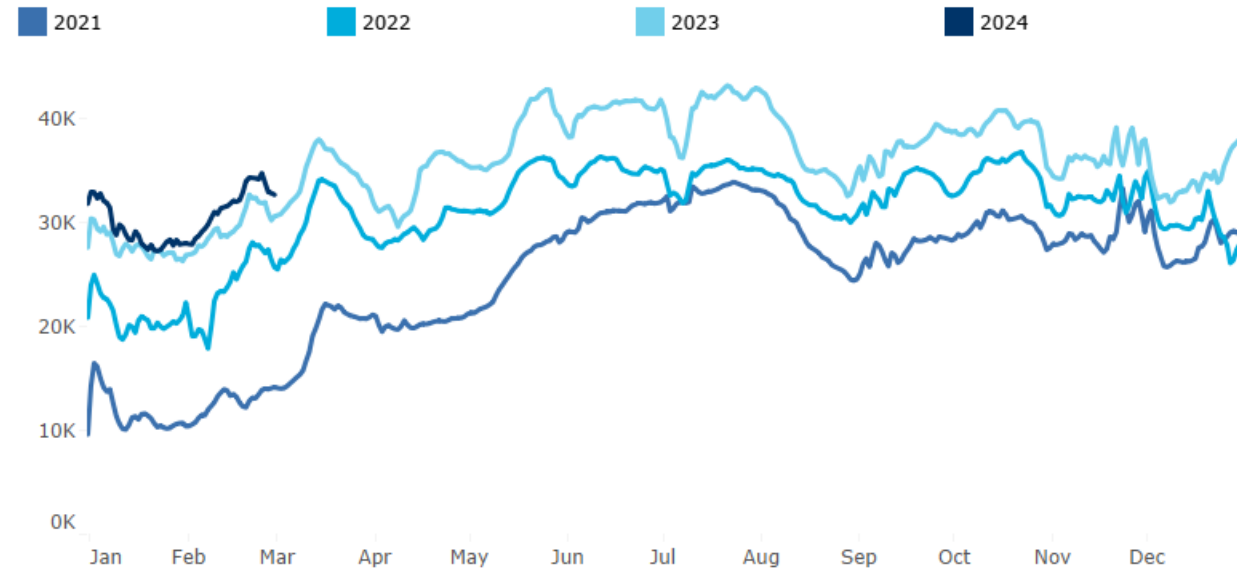
Airport Throughput by State
 February 2024

Month: February 2024
 Primary State: Missouri
 Comparison State 1: Tennessee
 Comparison State 2: Illinois
 Compare to: Previous Year
 Report Type: Month



MOM: ▲ 12.4%
 February 2024 YOY: ▲ 11.8%
 February 2024 vs. 2019: ▲ 7.8%
 Month YOY vs. Previous Year: ▲ 11.8%

Throughput: Missouri
 7 day moving average trend



Source: TSA

Competitive Set Throughput
 Last 6 months, vs the same months in 2023

	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Missouri	+10%	+12%	+12%	+16%	+5%	+12%
Tennessee	+9%	+13%	+9%	+11%	+3%	+10%
Illinois	+8%	+9%	+7%	+6%	+4%	+8%
USA	+9%	+11%	+10%	+10%	+6%	+11%

Throughput by State of Departure
 February 2024 Month vs the same time period in 2023 (Click to filter)

